- 2. The die insert according to claim 1 wherein said textured relief comprises a plurality of generally transverse relief patterns, the relief representing surface depressions of more than one one-thousandth inch.
 - 3. The die insert according to claim 1 wherein said texture relief is achieved by a plurality of generally transverse scribe lines.
 - 4.(amended) The die insert according to claim 1 wherein said texture relief is achieved by acid etching of the surface of the back face.
 - 5. (amended) A die insert for use in pipe string handling apparatus, having generally parallel first and second faces on opposite sides, said die insert comprising:

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- a) said die insert with a first of the faces textured with projecting teeth for gripping pipe surfaces; and
- b) the second face textured with surface depressions to reduce the surface area in contact with a mating surface of die insert carrying slips such that more than a selected normal loading of the die insert will coin an impression of the textured surface of the die insert into the mating surface of the related die insert carrying [groove] slip, for the purpose of reducing the tendency of the die insert to slide [in] on the [groove] slip when the die insert is carrying a substantial payload.
- 6. The die insert according to claim 5 wherein said textured surface depressions are more than one one-thousandth/of an inch deep.
- 7. The die insert according to claim 5 wherein said textured surface depressions comprise a plurality of generally transverse relief patterns, the relief representing a surface

- 3 depression of more than one thousandth inch.
 - 8. The die insert according to claim 5 wherein said textured surface depressions are achieved by a plurality of generally transverse scribe lines.
 - 9. The die insert according to claim 5 wherein said textured surface depressions are achieved by acid etching of the insert.
 - 10. (amended) The die insert according to claim 5 wherein said textured surface on said second face comprises a pattern [of a] definable <u>as an</u> image.

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- 12. (amended) A die insert for use in pipe string handling apparatus, having generally parallel first and second faces on opposite sides, said die insert comprising:
 - a) said die insert with a first of the faces textured with projecting teeth for gripping pipe surfaces; and
 - b) the second face textured with surface depressions created to displace metal upward in the [vivinity] vicinity of the depression to present a small elevated surface accumulation of such limited effective collective load bearing area that the raised [matal] metal will be imbedded into the surface of the insert supporting surface of a die carrying slip, when subjected to a preselected amount of force perpendicular to said second face, to reduce the tendency for the insert to slide on the insert supporting surface.
- 13. The die insert according to claim 12 wherein said textured surface depressions are more than one one-thousandth of an inch deep.

- 1 14. The die insert according to claim 12 wherein said textured surface 2 depressions comprise a plurality of generally transverse relief patterns, the relief 3 representing a surface depression of more than one thousandths inch.
 - 15. The die insert according to claim 12 wherein said textured surface depressions are achieved by a plurality of generally transverse scribe lines.
 - 16. The die insert according to claim 12 wherein said textured surface depressions are achieved by acid etching of the insert.

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18. (amended) The die insert according to claim 12 wherein said <u>elevated</u> surface accumulation [pictorial pattern] is <u>definable</u> as a symbol [having a definable pattern].